

EXHIBIT A

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LAS VEGAS VISITOR PROFILE

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San Francisco
Las Vegas

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Annual Report

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**Las Vegas Convention And
Visitors Authority**

By:

GLS Research

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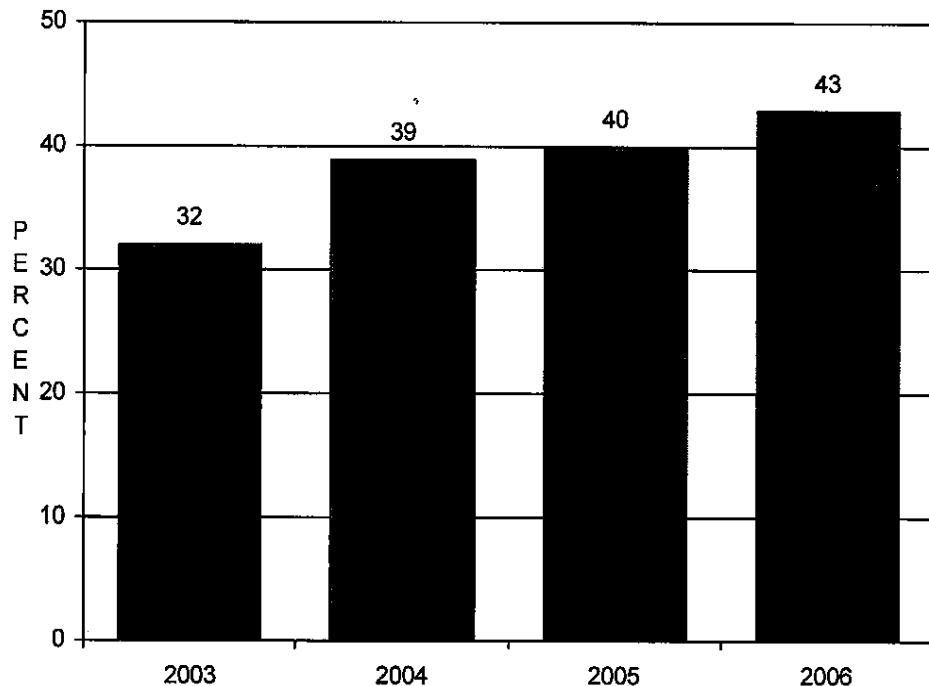
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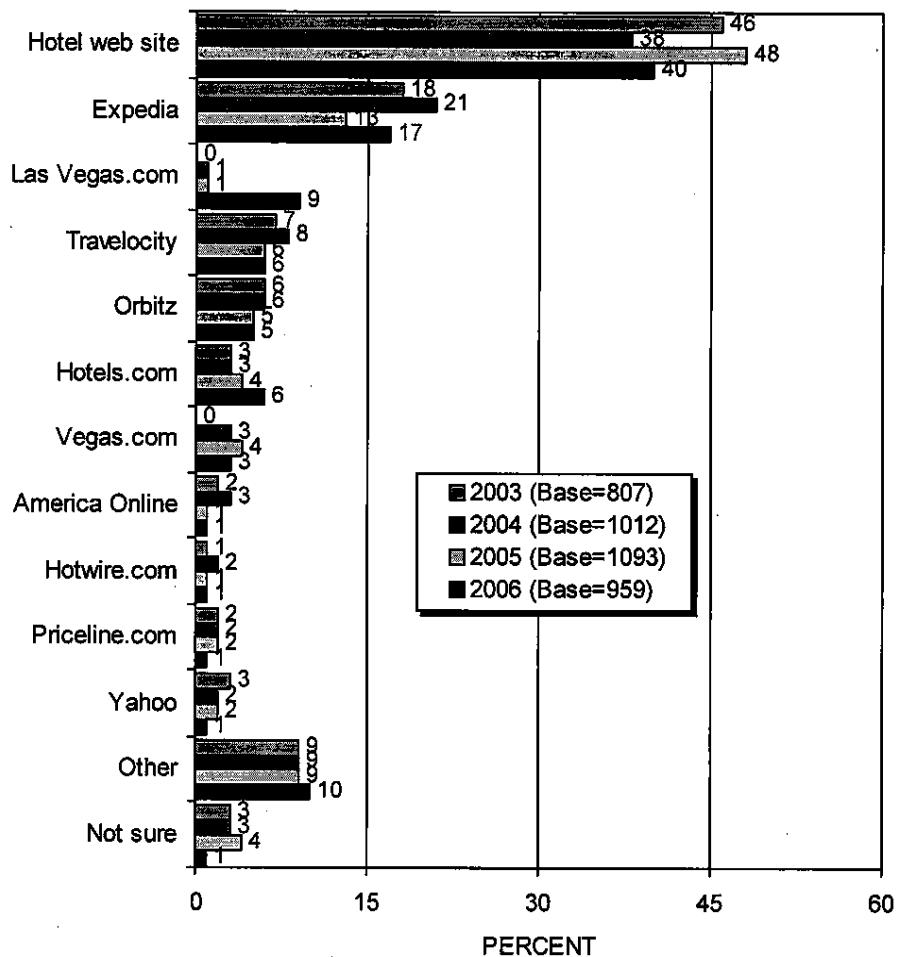
FIGURE 20
Whether Used The Internet To Plan Trip*

Visitors were asked if they used the Internet to plan their trip, and 43% said yes, up slightly from 2004 and 2005, but up significantly from 32% in 2003 (Figure 20).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only "yes" responses are reported in this chart.

FIGURE 23
Web Site Used To Book Accommodations*
 (Among Those Who Booked Their
 Accommodations In Las Vegas Online)



Among those who booked their accommodations online for their current trip to Las Vegas, four in ten (40%) said they used a hotel web site, down from 48% last year (Figure 23). Seventeen percent (17%) said they used Expedia, up from 13% in 2005. Six percent (6%) used Travelocity, 5% used Orbitz, while the remaining visitors used a variety of other web sites.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 69

VISITOR DEMOGRAPHICS*

	2003	2004	2005	2006
ETHNICITY				
White	83%	80%	83%	85%
African American/Black	6	6	4	4
Asian/Asian American	4	7	5	4
Hispanic/Latino	7	7	7	6
Other	1	0	1	1
HOUSEHOLD INCOME				
Less than \$20,000	4	3	1	1
\$20,000 to \$39,999	19	13	6	6
\$40,000 to \$59,999	27	23	18	18
\$60,000 to \$79,999	17	21	24	21
\$80,000 to \$99,999	12	13	15	15
\$100,000 or more	10	13	22	24
Not sure/no answer	12	15	14	15
VISITOR ORIGIN				
<u>U.S.A.</u>	<u>88</u>	<u>87</u>	<u>88</u>	<u>87</u>
Eastern states†	8	10	9	8
Southern states‡	12	13	13	13
Midwestern states§	16	17	14	14
<u>Western states**</u>	<u>52</u>	<u>48</u>	<u>52</u>	<u>52</u>
California	34	31	33	32
Southern California	29	27	29	27
Northern California	5	4	4	6
Arizona	5	6	6	7
Other Western states	13	11	13	12
No ZIP code given	0	0	0	0
Foreign	12	13	12	13
BASE	(3345)	(3300)	(3600)	(3599)

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

† Eastern states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

‡ Southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

§ Midwestern states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

** Western states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada (excluding Clark County), New Mexico, Oregon, Utah, Washington, and Wyoming.